

SF Small Business Summit

RESPONDING TO SOLICITATIONS

SF INTERNATIONAL AIRPORT

SF PUBLIC UTILITIES COMMISSION



BEST Responses to Solicitations

**SFPUC & SFO
October 2021**

TYPES OF SOLICITATIONS

Request for Proposals: RFP

- Professional Services
- General Services
- Construction (Alternative Delivery)

Request for Qualifications: RFQ

- Create “Pre-Qualified List”
- May be combined with RFP/ ITB/ RFB

Invitation to Bid/ Request for Bid: ITB/ RFB

- Construction (typically low bid)

MILESTONES



**Solicitation
Released**

**Pre-bid
Pre-proposal**

**Questions &
Answers**

**Bid & Proposal
Due**

PREPARING FOR SOLICITATIONS

PLAN... PLAN... PLAN...

- Establish external essential relationships
 - suppliers
 - bonding, insurance, financial/capital
- Market research (costs: material, services, wages, benefits, etc.)
- Current legislative requirements
- Public Record Request: currently performing scope (solicitation & submittal)
- Know Small Business Advocates: CMD, CCO, Social Responsibility
- **JOIN**: industry related organizations (capacity building, networking, etc.)
- Attend **several** pre-bid/-proposal/-submittal meetings **to learn**

SEVEN STEPS TO SUCCESS

- 1. Thoroughly Read Solicitation**
- 2. Minimum Qualifications**
- 3. Attend Pre-Bid/-Proposal/-Submittal Meeting**
- 4. Ask Questions**
- 5. Prepare Response / Assemble Team**
- 6. Remember Operational Costs**
- 7. Submit Response on Time**

1. THOROUGHLY READ SOLICITATION

Ask:

-Who, What, When, Where, Why, How

Identify & Understand:

- Minimum Qualifications
- Small Business Requirements
- Scope/ Plans/ Specifications
- Timeline for Deliverables

2. MINIMUM QUALIFICATIONS (MQs)

- **Understand** the MQs and how they apply to you
- **How / Who** meets MQs
 - ensure construction technical specifications
- Specify **projects & dates** that meet MQs
- Detail **how experience** meets MQs
- Identify mandatory **certifications/licenses**
- Notify **references** of your **experience details**

3. PRE-BID/PRE-PROPOSAL/PRESUBMITTAL MEETING

Purpose: To learn about the project and network (business development)

Write Out/ Know:

- What scope your business can perform
- How your business adds value to a team
- What similar projects your business has completed

To Do:

- Arrive 15 minutes early
- Proactively introduce yourself as people join meeting
- Provide a **ten second elevator pitch** when introducing self
- **Business development goal:** meet **three** new potential business partners
- **Ask Questions** (next slide)

4. ASK QUESTIONS

- **Clarification** of Scope/ Plans/ Specifications
- **Timeline** for deliverables
- **Feedback/objections to Minimum Qualifications**
- Who is **primary point of contact?**
- "Who helps with **small business compliance and forms?**"
- "How to meet small business participation?"
- Public Records Request: submittals w/ **your scope**
- Use Q&A period to **ask EVERYTHING & express concerns**

5. PREPARE RESPONSE / ASSEMBLE TEAM

- Answer solicitation verbatim (sections)
- Specify who satisfies small business goals/requirements
- Who performs scopes / specifications (specs.)
- Timeline for deliverables
- Budget-related forms / bid item

6. REMEMBER OPERATIONAL COSTS

Identify & Understand:

- Bonding & Insurance
- Minimum/Prevailing Wage & Benefits
- Material, Supplies, Equipment (current market values)
- Permits, Authorizations
- Security/Fingerprinting/Badging: Requirements
- Invoicing, Documentation, Meetings

7. SUBMIT RESPONSE ON TIME

- Proposals / Bids: **one minute late will not be accepted or evaluated**
- Small business compliance forms:
 - may submit **early** for **feedback**
 - must be included in final submittal

Ask for Confirmation

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